

# HARVEST VALUE<sup>®</sup>

---

Harvest Value<sup>®</sup>  
**Brand Guidelines**

---

October 2023

---

# Table of Contents

Brand Statement	3
Brand Mark	4
Protected Space and Minimum Size	5
Incorrect Use of the Brand Mark	6
Primary Color Palette	7
Typography	8
Photography	9

---

# Brand Statement

PERFECT SOLUTIONS FOR CONSISTENT QUALITY AND VALUE

For those times when cost is your most important consideration, we have you covered. Harvest Value® presents your recipe essentials, those items you cannot create without, in a more appealing light – at affordable prices, saving you money while creating the dishes that your customers crave.

---

**Brand Statement** defines the products and benefits of the brand. It's generally used on websites, sell sheets, guides and any promotional pieces that showcase several items of that brand.

---

## Brand Mark

The logo consists of the word "HARVEST" in a bold, solid green sans-serif font. Below it, the word "VALUE" is written in a green outline sans-serif font, with a registered trademark symbol (®) to its upper right.

Bold and simple in design, the Harvest Value® logo centers on a clean, utilitarian look — highlighting honesty and value. “Harvest” is set in solid text and “Value” in outline, which keeps the focus on food but still communicates the brand’s message of value.

---

# Protected Space and Minimum Size

To keep the integrity of the brand consistent across all applications, it is important to abide by the rules laid out in these guidelines, starting with the protected space and minimum size. The Harvest Value® logo should appear no smaller than 1 inch in width in any application. Smaller usage could result in the elements of the logo filling in. The clear space around the logo must always be at least half the diameter of the logo.

For brand-related marketing collateral, the brand should appear on the left. For product-specific Harvest Value items, the brand should appear on the right or where space is available.



---

# Incorrect Use of the Brand Mark



Do not change the color.



Do not add a drop shadow.



Do not rotate the logo.



Do not skew.



Do not scale disproportionately.



Do not remove or change the graphics elements.



Do not place on top of busy photography or background color.

---

## Primary Color Palette

Green was chosen to illustrate the harvest (i.e., a farmer's field), as well as to suggest food (vs. the brown color which was chosen for non-food items within this line).



PANTONE 348 C

---

C: 82  
M: 0  
Y: 92  
K: 0

---

R: 0  
G: 132  
B: 61

---

HTML: #00843D

---

# Typography



Brand font headline use

**Arboria Bold**

**HEADLINE HERE**

**Arboria Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**1234567890**

**Arboria Medium**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**1234567890**

Body copy for all exclusive brands

**Aktiv Grotesk Family**

**EVERNAT VERUPTIANT**

moluptatus eatio velles nisitium nonsed  
maionse ctatis sus re elicit fuga. Ut offi-  
ciis mi, sunte suntore pelicaerepe esequo  
enduciendae nihit, vent aut quo omnis aut  
molor as sumquidus, as mi, unt lis dissin  
restruntis expl

**Aktiv Grotesk Regular**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**1234567890**

*Aktiv Grotesk Italic*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

*abcdefghijklmnopqrstuvwxyz*

*1234567890*

**Aktiv Grotesk Medium**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**1234567890**

**Aktiv Grotesk Light**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**1234567890**

**ANY US FOODS EB BRANDED TEMPLATE/S SHOULD ONLY USE THE FONT: ARIAL.**

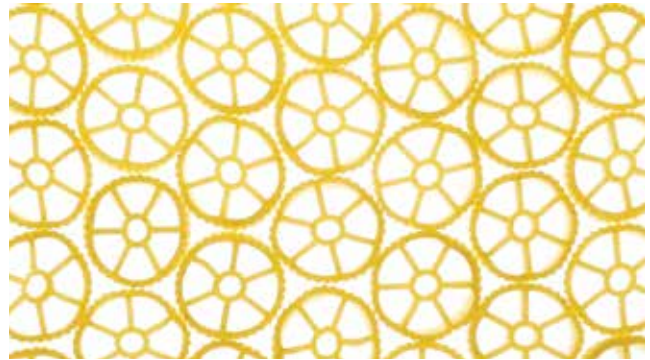
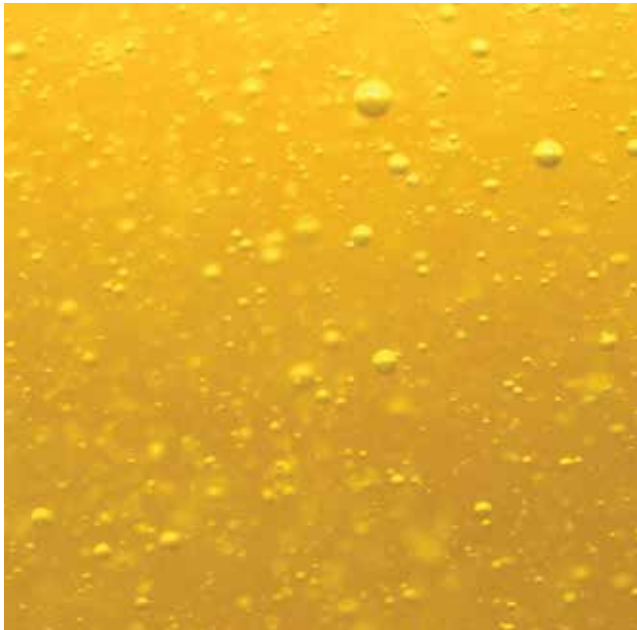


---

## Photography

Delicious food photography is a very important part of every brand when designing collateral and print ads.

Photographed food on a white background with minimal propping presents Harvest Value® products in their purest form. Bring the photography to life by shooting from above and arranging it in a fun and playful manner. Harvest Value photography is about simple, beautiful details.



Food should be photographed with bright, airy lighting and retouched to eliminate shadows and distracting imperfections.

When selecting imagery or planning a shoot, opt for high-quality photography with simple propping and ultimate appetite appeal. Create a playful pattern that relates or accentuates the product being sold.

Images are illustrative of visual styling and are not indicative of product categories.

